

## Thanks for your support in 2004!

REFLASH. Have you heard this term before? Reflash is a software upgrade to reduce NOx emissions by 40-50% from certain 1993 through 1998 engines, including Caterpillar, Cummins, Detroit Diesel, International, Mack, Volvo, and Renault. Reflash is inexpensive, fast, and easy:

- It is free to owners, dealers, and rebuilders.
- No hardware changes are needed.
- Low-NOx software quickly downloads to the engine computer via modem.
- Reflash can be performed at engine rebuilders, dealers, and sometimes at your facility.

If you are a SmartWay<sup>SM</sup> Transport Carrier Partner who owns eligible tractors, I encourage you to discuss reflash with your SmartWay staff contact. We have identified innovative ways in which you can utilize reflash to reduce emissions from your fleet, and bring you closer to qualifying to use the SmartWay logo, all with no cost to you.

As we move into 2005, I want to thank all of our Partners and supporters for contributing to a very successful first year for the SmartWay Transport Partnership. Your continued support will be vital to our success in 2005. I'd also like to welcome our newest SmartWay Transport Partners:

Contract Freighters, Inc.	Pressure Systems International
Floyd Wild Inc.	Roehl Transport, Inc
Phillips & Temro Industries	Wausau Carriers
P.A.M. Transport, Inc.	Shaw Transport, Inc.
Linde Gas LLC	Watkins Motor Lines, Inc.

In this issue, IKEA is highlighted in the SmartWay Transport "Partner Spotlight." Please let us know of your successes and innovations so that we can highlight your company in a future issue of the E-Update.



Mitch Greenberg, Program Manager

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## Partner Spotlight: IKEA



**IKEA North America** has been a **SmartWay Transport Charter Partner** since the Charter Partnership was launched in January, 2003. **IKEA** is one of the world's largest home furnishing manufacturers and retailers, with over 80,000 employees and 186 stores in 31 countries.

According to Sabina Strautman, North America Environmental Transport Manager, **IKEA** focuses on its entire supply chain and "**IKEA's** goal is to become one of the most resource efficient transport buyers in the world."

Knowing that transport accounts for 80% of their greenhouse gas emissions, **IKEA** is focused on improvements in their packing methods, carrier selection, and transport modes.

**IKEA's** recent successes include:

- Revolutionizing flat packing and vehicle loading with patented technologies to ensure maximum load optimization and minimal waste;
- Increased intermodal shipping so that 20% of all freight is delivered by rail;
- Shipping 90% of their ton-miles with 16 SmartWay Transport Partner Carriers.

**IKEA aims to ship 100% of its freight with SmartWay Transport Carriers.**

**IKEA** is working to quantify the savings from their efforts and is looking for new ways to promote the Partnership to its overseas clients and business partners.

For more information, contact Sabina Strautman at 610- 834-0180 x5139, or [sabina.strautman@memo.ikea.com](mailto:sabina.strautman@memo.ikea.com)



## Spreading the Word

EPA is always seeking opportunities to recognize Partners and their achievements, strengthen the competitive advantages of the Partnership, and increase national visibility. Here are a few recent efforts:

### Interview on the Midnight Trucking Radio Network [www.midnighttrucking.com](http://www.midnighttrucking.com)

The Midnight Trucking Radio Network (MTRN), a national clearinghouse of information, thoughts and opinions of the American Truck Driver that reaches 2.4 million listeners per month, featured the SmartWay Transport Partnership on Friday, January 14, 2005 at 4 a.m. Central Time. MTRN hosts Eric Harley and Joe Kelly interviewed U.S. EPA Transport and Region Programs Division Director Suzanne Rudzinski and SmartWay Transport Partner, Paul Abrams of National Freight Inc., about SmartWay Transport Partnership. In response to an interview question posed regarding fuel savings as a result from being a SmartWay Transport Partner, Mr. Abrams stated,

*"We're seeing about a 6½ percent increase in our fleet fuel performance. First we took a three-tier approach going after the low hanging fruit such as training, awareness, and idle reduction. Then we basically focused on seven points: progressive shifting (not over-revving the engine), checking tire pressure, making sure you meet your preventive maintenance, following posted speed limits, avoid harsh stopping or rapid acceleration, and minimizing out of route miles." Paul Abrams, Assistant Risk Manager, National Freight, Inc.*

Visit <http://www.epa.gov/smartway/011405transcript.htm> to listen to the recording of this MTRN interview.

### Marketing Campaign

The SmartWay Transport Partnership's first national marketing campaign has appeared in a number of freight industry trade publications such as:

- Beverage World - December 2004
- Carrier Commercial Journal - Dec. 2004
- Global Logistics & Supply Chain Strategies - December 2004
- Meat Processing - December 2004
- Distribution Channels - December 2005
- DC Velocity - January 2005
- Modern Materials Handling - January 2005
- Retail Info Systems News - January 2005



## The "Buzz" About the SmartWay Transport Partnership

The word continues to spread about the Partnership! Fleet Owner magazine highlighted the SmartWay marketing campaign, which is designed to reach a wide audience for the Partnership. Bridgestone Firestone hosted SmartWay team members at their tire plant in Warren County, TN. Schneider National Inc. led a demonstration showing that trucks using auxiliary cab heaters in cold weather averaged 2.0% better fuel economy than trucks without the heater. See these stories and other recent press coverage by visiting the web links below:

- Truck News. 12/8/04. "Competition Watch: SmartWay Partnership Program Reaches Milestone". <http://www.trucknews.com/article.asp?id=37675&issue=12082004> (Requires subscription)
- Fleet Owner. 12/9/04. "Schneider Installing Auxiliary Cab Heaters". [http://fleetowner.com/news/schneider\\_auxiliary\\_cab\\_heater\\_120904/](http://fleetowner.com/news/schneider_auxiliary_cab_heater_120904/)
- Fleet Owner. 12/13/04. "EPA Unveils SmartWay Ad Campaign". [http://fleetowner.com/news/epa\\_smartway\\_ad\\_campaign\\_121304/](http://fleetowner.com/news/epa_smartway_ad_campaign_121304/)
- Embassy of the United States Japan. 12/14/04. "US Officials Outline Bush Policies to Address Climate Change. <http://tokyo.usembassy.gov/e/p/tp-20041214-03.html>
- TruckingInfo.com. 12/16/2004. "EPA Tours Bridgestone Firestone Truck Tire Plant". [http://www.truckinginfo.com/news/news-detail.asp?news\\_id=53429](http://www.truckinginfo.com/news/news-detail.asp?news_id=53429)



**On the Road**

Building the ranks of the Partnership continues to be our top priority. EPA is promoting Partnership benefits at trucking association meetings and industry expositions while expanding its presence in key shipper sectors. In 2005, please come by our booth at the events listed below.

<b>Dates</b>	<b>Event</b>	<b>Location</b>
<b>January 2005</b>		
10-13	ProMat 2005	Chicago, IL
19	Frito Lay, Pepsi & Sister Companies Fleet Managers Meeting	Fort Worth, TX
18	Arkansas Trucking Association Technology & Maintenance	Bentonville, AR
30 - Feb 2	Retail Industry Leaders Association Logistics	San Diego, CA
<b>February 2005</b>		
15 - 18	American Trucking Associations Technology Maintenance Council	Tampa, FL
17	Tampa Chamber of Commerce	Tampa, FL
21- 25	Calstart-Weststart Clean Heavy-Duty Conference	La Quinta, CA
27 - March 1	Food Shippers of America	Tucson, AZ
<b>March 2005</b>		
6-9	Truckload Carriers Association Annual Meeting	Las Vegas, NV
13-16	Food Marketing Institute Distribution Conference	San Francisco, CA
31-April 2	Mid-America Truck Show	Louisville, KY
<b>April 2005</b>		
11 - 14	Grocery Manufacturers Assn Logistics and Distribution	Palm Beach, FL
24-26	National Private Truck Council Annual Conference and Exhibition	Pittsburgh, PA
<b>May 2005</b>		
1-4	11 <sup>th</sup> Annual Clean Cities Conference	Palm Springs, CA
2 - 4	Responsible Care	Las Vegas, NV
<b>June 2005</b>		
14 - 16	Healthcare Distribution Management Association	Orlando, FL
23 - 25	Southern Forest Products Association Expo	Atlanta, GA
<b>July 2005</b>		
12-15	Community Involvement Conference and Training	Buffalo, NY
<b>August 2005</b>		
15-20	American Trucking Association Truck Driving Championships	Tampa, FL
26-27	Michigan Trucking Association Annual Meeting	Acme, MI
<b>October 2005</b>		
Sept. 28 - Oct. 2	Society of Environmental Journalists	Austin, TX
16 - 19	American Trucking Association Annual Meeting	Boston, MA
19 - 21	National Association of Environmental Management Annual Forum	Orlando, FL
23 - 25	FMI Productivity Logistics and Distribution	Orlando, FL
<b>November 2005</b>		
12 - 15	Intermodal Association of North America	Anaheim, CA



## **On the Horizon**

*In this section of the SmartWay E-Update, EPA provides a quick preview of what's to come...*

EPA is exploring a number of ways to expand the SmartWay Transport Partnership during our second year of operation. New categories of the Partnership are being developed, including Rail, Affiliates/Advocates, Truck Parking Locations, Logistics Providers, Ports, Borders, and Light-Duty Fleets. These new Partnership categories will both formalize relationships and recognize the work of associations, organizations, entities and companies that support and help achieve SmartWay Transport Partnership goals, as well as provide opportunities for additional segments of the freight industry to participate in the Partnership.

Truck/engine specifications appropriate for truck cab labeling with the SmartWay Transport Partner logo are being considered, discussed, and defined for qualifying Carrier fleets. Displaying the SmartWay logo on truck cabs will be a great way to both distinguish a fleet's status as an environmental champion and promote the SmartWay Transport Partnership.

Each of these new Partnership elements is essential for long-term success. Stay tuned for more details!

***For More Information:***

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